

**AMENDMENTS TO THE CLAIMS**

Please amend claims 1 and 13 and cancel claims 2, 6, 7, 12 and 18.

1. (Currently Amended) A product display and support carton, comprising:

a display box defined by a bottom panel and an upwardly extending wall panel having a pair of side walls, a rearwardly inclined front wall and a rearwardly inclined rear wall, said bottom panel and wall panel together forming a product carrying enclosure, said display box having an open top defined by a top wall panel edge disposed opposite said bottom panel, said product carrying enclosure being inclined at an angle to the vertical when the bottom panel is on a horizontal surface; and

at least one separate insert positioned adjacent each of said side walls, each of said inserts having at least one divider extending partially inward from a corresponding one of said side walls into said product carrying enclosure parallel to said rearwardly inclined front and rear walls to define at least two separate rearwardly inclined product receiving compartments and an unobstructed center viewing area for a product displayed and supported therein.

2. (Cancelled)

3. (Previously Presented) The product display and support carton of claim 1 wherein said front wall comprises a product restraining rail of less than the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

4. (Previously Presented) The product display and support carton of claim 1 wherein said rear wall comprises a product support panel of at least the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

5. (Previously Presented) The product display and support carton of claim 1 wherein said side walls are vertical when said bottom panel is on a horizontal surface, said top wall panel edge of said side walls inclining upwardly and rearwardly from said front wall to said rear wall.

6. (Cancelled)

7. (Cancelled)

8. (Previously Presented) A product display and support carton, comprising:

a display box defined by a bottom panel and an upwardly extending wall panel together forming a product carrying enclosure, said upwardly extending wall panel being defined by an upwardly and rearwardly inclined front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally parallel side walls, said display box having an open top defined by a top wall panel edge of said front wall, said rear wall, and said side walls located generally opposite said bottom panel, said product carrying enclosure being inclined at an angle to the vertical when the bottom panel is placed on a horizontal surface; and

a carton insert integrally associated with each of said side walls to form and support one of a pair of opposed dividers extending partially inward from a corresponding one of said side walls into said product carrying enclosure to define at least two separate product receiving compartments and an unobstructed center viewing area for a product displayed and supported therein, said dividers being parallel to said front and rear walls to define a plurality of upwardly and rearwardly inclined product receiving compartments within said product carrying enclosure.

9. (Original) The product display and support carton of claim 8 wherein said front wall comprises a product restraining rail of less than the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

10. (Original) The product display and support carton of claim 8 wherein said rear wall comprises a product support panel of at least the height of the products to be displayed within said product receiving compartments of said product carrying enclosure.

11. (Previously Presented) The product display and support carton of claim 8 wherein said side walls are vertical when said bottom panel is on a horizontal surface, said top wall panel edge of said side walls inclining upwardly and rearwardly from said front wall to said rear wall.

12. (Cancelled)

13. (Currently Amended) The product display and support carton of claim ~~12~~ 8 including a plurality of carton inserts integrally associated with each of said side walls, each said carton insert having at least one divider corresponding to a divider on the other one of said side walls.

14. (Original) The product display and support carton of claim 13 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said product receiving compartments are generally U-shaped.

15. (Original) The product display and support carton of claim 13 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said product receiving compartments are generally L-shaped.

16. (Previously Presented) The product display and support carton of claim 13 wherein each carton insert is integrally associated with the corresponding side wall of said display box by being adhesively secured to the corresponding side wall with double-sided tape.

17. (Previously Presented) A gift bag display and support carton, comprising:

a display box defined by a bottom panel and an upwardly extending wall panel together forming a gift bag carrying enclosure, said upwardly extending wall panel being defined by an upwardly and rearwardly inclined front wall, an upwardly and rearwardly inclined rear wall, and a pair of generally parallel side walls, said display box having an open

top defined by a top wall edge of said front wall, said rear wall, and said side walls located generally opposite said bottom panel, said gift bag carrying enclosure being inclined at an angle to the vertical when the bottom panel is placed on a horizontal surface;

a carton insert integrally associated with each of said side walls to form and support one of a pair of opposed dividers extending partially inward from a corresponding one of said side walls into said gift bag carrying enclosure to define at least two separate gift bag receiving compartments and an unobstructed center viewing area for a product displayed and supported therein, said dividers being parallel to said front and rear walls to define a plurality of upwardly and rearwardly inclined gift bag receiving compartments within said gift bag carrying enclosure; and

said front wall comprising a gift bag restraining rail having a height less than the height of the gift bags to be displayed within said gift bag receiving compartments of said gift bag carrying enclosure, and said rear wall comprising a gift bag support panel having a height at least the height of the gift bags to be displayed within said gift bag receiving compartments of said gift bag carrying enclosure.

18. (Cancelled)

19. (Previously Presented) The gift bag display and support carton of claim 17 including a plurality of carton inserts integrally associated with each of said side walls, each said carton insert having at least one divider corresponding to a divider on the other one of said side walls.

20. (Previously Presented) The gift bag display and support carton of claim 19 wherein each carton insert is of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said gift bag receiving compartments are generally U-shaped.

21. (Original) The gift bag display and support carton of claim 19 wherein each of said carton inserts of at least one corresponding pair of said inserts integrally associated with said side walls to define one of said gift bag receiving compartments are generally L-shaped.

22. (Original) The gift bag display and support carton of claim 19 wherein each of said cartons inserts is integrally associated with the corresponding side wall of said display box by being adhesively secured to the corresponding side wall with double-sided tape.

23. (Original) The gift bag display and support carton of claim 17 wherein said display box and said carton insert are both formed of a corrugated material and said display box includes printed indicia relating to purchasing gift bags contained within said gift bag carrying enclosure.